

## 2012 Committee Tasks

CA

Lynne: Print/Online Event Calendars (get events off Facebook page, [www.facebook.com/cascadelocksor](http://www.facebook.com/cascadelocksor))

- OregonLive
- Hood River News
- The Dalles Chronicle
- Skamania Pioneer
- Research Free event calendars in the Gorge, Portland, Vancouver, Seattle, etc..

Deb: Brochure Distribution - mail, hand delivered (local, regional)

Kayla: Website Maintenance  
Kayla: Chamber of Commerce Memberships  
Kayla: Advertisements - Research, Design

Donna: Minutes  
Donna: Finances  
Donna: Back-up on Brochure Distribution (if needed)

Lorraine: Events Research  
- Redneck Productions - Michelle - 541-220-9855

Joe: Trail System Review  
Joe: PCT Association - gather info on membership, advertising, and editorial prices

Once we start on the "Connect Cascade Locks" Trail Plan, you might receive more tasks. These tasks should only take 2-4 hours per week or less.

LEE

## Event Review

### Sternwheeler Days:

#### STRENGTHS

##### Encampment:

- Authentic
- Cannon

##### Main Event:

- Food was pretty good
- Free Sternwheeler rides given away
- Variation of vendors

#### WEAKNESSES

##### Encampment:

- Needs more activities
- Needs hands-on demos
- Needs more vendors

##### Main Event:

- More local vendors
- Lower pricing for young entrepreneurs
- More involvement with the actual Sternwheeler
- Food Bank drop location
- Clear signage to the actual "entrance"  
(promote people to stop by Lions booth)

### CGRA Opening Day:

#### STRENGTHS

- Food was great!
- Not lacking volunteers
- Sail boat demos
- Official ribbon cutting to dedicate building

#### WEAKNESSES

- More community leaders need to attend
- Absolutely NO press  
(not the fault of CGRA, they were invited)

## Member Report - July 2, 2012

9F

CRGVA Meeting on Packaged Travel - Past Wednesday @Pavilion

- Break-out sessions to discuss how to bring all communities in the Gorge to a cohesive "Gorge"
- Creating a 'master calendar' to tie all events together and update simultaneously
- Website for travel agencies on packaged travel

DRSC Meeting - Past Thursday @Charburger

- Formally formed the committee
  - Tom Owens - Chairman
  - Sandy Place - Vice-Chairman
  - Sub committee on Trails Plan - Sandy, Tom, Joeinne, Joe, Heather, Me
- Report from Sheriff's Office on burglary
  - Some business owners were present
  - Officers made a map of all of the surveillance cameras we already have and cameras they thought would be good to install

**Important Upcoming Events**

**July 4 - Fourth of July Celebration**

July 6-8 - 2012 29erXX U.S. Championships

July 10-12 - WIND Youth Clinic

**July 11 - Hood River Chamber Open House @ 5pm, HRC Visitor Center**

July 14-15 - WIND Youth Regatta

July 14-15 - Gorge Laser Performance

July 17 - Laser Gorge Blowout

July 19-22 - Laser U.S. Championships

**July 24 - Downtown Revitalization Steering Committee Meeting @7pm, Council Chambers**

July 24-26 - Ripple Opti Clinic

July 27-29 - Moth U.S. Championships

July 28-29 - Opti Gorge Regatta

# Outdoor recreation is a \$646 billion national industry

## By Western Governor's Association

The Western Governors' Association (WGA) and a coalition of outdoor industry groups recently released a joint study documenting the continued growth and importance of outdoor recreation to the economies of the Western states and the nation. The recreation economy was the topic of discussion at the opening session of WGA's Annual Meeting being held in Cle Elum.

"The numbers are better than we expected," said Gov. Chris Gregoire, WGA's chair. "We knew that outdoor recreation was a growth sector and that it creates jobs, but this study documents just how important it is to our national and Western economies."

Joining the governors to discuss ways state and local governments can work with industry to grow the outdoor recreation economy were: Michael Caldwell, mayor of Ogden, Utah; Sally Jewell, president and CEO of REI; Bennett Morgan, president and COO of Polaris Industries, Inc.; and Dusty McCoy, chairman and CEO of the Brunswick Corporation.

"WGA will continue working with our industry partners to release state-by-state data later this year on the economic impact of outdoor recreation," said Gov. Gary

Herbert (Utah), WGA vice chair. "With this information, states can consider policy that will help to create more businesses, jobs and income related to outdoor recreation."

Outdoor recreation is an overlooked economic giant. With \$646 billion in national sales and services in 2011, recreation dollars are nearly double the size of pharmaceuticals (\$331 billion) and motor vehicles/parts (\$340 billion). As another comparison, it powers the economy in a manner comparable to the financial services and insurance industry (\$780 billion) and outpatient health care (\$767 billion).

The full report can be found on the WGA Web site at [www.westgov.org/reports](http://www.westgov.org/reports).

This study marks the first time both the motorized and non-motorized sectors of the outdoor recreation industry have worked together to document the total size of the outdoor recreation economy.

The study, commissioned by the WGA, was conducted by Southwick and Associates. Southwick surveyed households on actual expenditures on outdoor recreation then, based upon that data and modeling, generated the jobs, taxes, payroll and total economic impact.

The Outdoor Industry Association, Outdoor Foundation, Motorcycle Industry

Council and others contributed funding for the study.

Following are comments from the speakers:

Sally Jewell: "This study confirms the significant contribution the outdoor recreation industry makes to the American economy and way of life. Going forward, the data should inform public policies that support growth within our local communities and that sustain the beauty of our natural treasures for current and future generations."

Dusty McCoy: "Engagement in outdoor recreation activities promotes health, wellness and fitness, and the investment in infrastructure that enables outdoor recreation activities fits squarely within these important strategic considerations."

Mayor Caldwell: "Ogden's strategic investment in recreation infrastructure and promotion of our vast natural resources through world-class events has been the catalyst to attract and recruit an outdoor recreation economic cluster. That cluster has been an integral part in the revitalization and economic growth of our community. This movement has also galvanized the community around a vibrant, healthy and active lifestyle ranking Ogden in the top 10 of America's best cities to raise a family by Forbes Magazine."